

## **REMARKS/ARGUMENTS**

### **I. INTRODUCTION**

This application is directed to systems and methods for creating a display card such as a an easily produced photographic identification card, and to various systems and methods for advantageously using that card.

Claims 1-60 and 136 are pending. All claims are various rejected in view of the cited references by:

Zagami '907 (6,801,907)  
Chamley (6,804,786)  
Zagami '356 (6,394,356)  
Haas (6,197,396)  
Nassiri (2003/0070072)  
Lenz (2001/0053947)

Applicants thank the Examiner for the Office Action, which has been studied with interest and care.

By this Amendment, certain claims have been canceled, others have been amended, and new claims 137 and 138 presented, in order to more clearly point out Applicants' most important contributions to the art. Reconsideration of the application in view of the Amendments and remarks herein is respectfully requested.

### **II. CLAIM REJECTIONS**

**Claim 1.** Claim 1 was rejected as obvious over Zagami '907 in view of Chamley.

In response to the rejection, claim 1 has been amended to generally incorporate the subject matter of claim 10, namely, that the system presents to the user a preview of the identification card, with the preview being updated upon entry of each letter of the user's name. The Office Action did not point out where within the references this subject matter is disclosed, or otherwise discuss this subject matter.

This subject matter of updating an identification card preview upon entry of each letter of the visitor's name is important because it allows the visitor to preview his identification card as it is

being “built” by the system. This helps reduce a visitor’s anxiety about using an unfamiliar system, and helps assure the visitor that he is operating the system properly. Increasing a user’s comfort level is especially helpful in connection with an identification badging system because proving identity and being badged can be an inherently intimidating process to some visitors to a facility, and because the user is less likely to require assistance in operating the system if he can see the progress of the badging process and know that he is operating the system properly.

The references do not disclose or suggest “updat[ing] an identification card preview upon entry of each letter of the user’s name” as claimed. Accordingly, claim 1 patentably distinguishes over the prior art.

**Claim 16.** Claim 16 has been generally rewritten into independent form. Claim 16 recites that the user inputs his email address upon a first visit, the system stores his name and photograph in connection with the email address, and upon a second visit the user merely needs to enter his email address whereupon the system recalls the stored photograph, name, and possibly other information, and uses that data to create a second identification card. This greatly expedites the creation of a photographic identification badge for repeat visitors.

The Office Action did not address this subject matter, or state where within the cited references the subject matter is disclosed or rendered obvious. The undersigned as carefully studied the references cited. The references neither disclose nor render obvious the recited subject matter of using an email address to uniquely identify a visitor, and expediting the creation of a new badge upon a second or subsequent visit by that visitor with reference to the email address. Accordingly, claim 16 patentably distinguishes over the cited art.

**Claim 20.** Claim 20 has been generally rewritten into independent form. Claim 20 recites that the information printed onto the ID card “includes information previously entered via interaction with an electronic messaging and calendaring system.”

The Office Action did not address this subject matter, or state where within the cited references the subject matter is disclosed or rendered obvious. The undersigned has carefully studied the cited references, and has found no teaching or suggestion to populate the ID card with

information that has been, in part, obtained from an electronic messaging and calendaring system. Accordingly, the claim is allowable over the prior art.

**Claim 26.** Claim 26 has been generally rewritten into independent form. Claim 26 recites that the system includes “a system administrator card layout function that allows a system administrator to determine a selection and an arrangement of the identification card indicia that will be printed onto the identification card.” This is a useful feature because it allows a company that has purchased the system to decide what information will go onto the card, and how that information will be arranged on the card, thus allowing the company to optimize the identification cards produced by the system in view of what information is most pertinent for different visitors, visitor types, the security of the areas visited, etc. This feature also allows a system administrator to place a company logo onto the badge template so that each badge will be printed with the company’s logo on it. This feature also allows a company to determine an appropriate compromise for a particular application between collecting and printing many parameters about the visitor and his visit for high security, or only the most basic information about the visitor for lower security but speedier handling and easier operation.

The Office Action did not address this subject matter, or state where within the cited references the subject matter is disclosed or rendered obvious. The undersigned has carefully studied the cited references, and has found no teaching or suggestion of a system administrator card layout function that allows a system administrator to determine a selection and an arrangement of the identification card indicia that will be printed onto the identification card, as claimed. Accordingly, the claim is allowable over the prior art.

**Claim 27.** Claim 27 has been generally rewritten into independent form. Claim 27 recites that the system includes “a system administrator field function that allows a system administrator to determine a selection and number of data fields which must be completed by a user before an identification card will be printed for the user.”

As with the subject matter of claim 26, this subject matter is advantageous because it allows a system administrator within a company to decide what information will be required from a user for a particular facility, type of visitor, area visited, etc. For example, if the facility visited is a

Department of Defense facility, and the visitor type is “contractor,” and the DOD issues contractor numbers for each of its approved contractors, the system administrator could require the user to input his DOD issued contractor number. The contractor number could then either be printed on the badge and/or stored as part of the visitor log as desired. The claimed feature allows the system administrator to customize the badge making and data collection processes for a particular application, and to customize the card making process to select an appropriate compromise between security on the one hand, and speed and ease of use on the other hand. Of course, other uses of the system as claimed are possible as well.

The Office Action did not address this subject matter, or state where within the cited references the subject matter is disclosed or rendered obvious. The undersigned has carefully studied the cited references, and has found no teaching or suggestion of a system administrator card layout function that allows a system administrator to determine a selection and number of data fields which must be completed by a user before an identification card will be printed for the user, as claimed. Accordingly, the claim is allowable over the prior art.

**Claim 34.** Claim 34 has generally been rewritten into independent form. Claim 34 recites that the system keeps a list of visitors who are present in the facility based in part on the badges that have been created and the badges that have been scanned out upon egress from the facility, and that “the list is sent electronically to an emergency governmental entity.” This features is useful when, for example, a fire department has been called and the fire department wants to ensure that the building has been cleared, and that all personnel including visitors are safe and accounted for.

The Office Action did not address this subject matter, or state where within the cited references the subject matter is disclosed or rendered obvious. The undersigned has carefully studied the cited references, and has found no teaching or suggestion therein of a system that creates a list of visitors to a facility and automatically sends that list to an emergency governmental entity.

**Claim 52.** Claim 52 has been amended to generally incorporate the subject matter of claim 53 and remove unnecessary limitations. Claim 52 as amended recites that a person at a remote location, such as a remotely located guard for example, allows the visitor to access the facility upon successful creation of the ID badge.

The Office Action cites Zagami '907 as teaching this subject matter at col. 9, lines 65+ and col. 10, lines 1-25. Applicants respectfully disagree. Zagami teaches that after a cruise ship ID badge is created using a photo registration station, "[t]he passenger would then take the card and use it for entering or exiting of the vessel . . ." (col. 10, lines 60-62). Zagami '907 does not disclose or suggest that the ship will no longer need guards at the ship's entrances. Rather, it appears that the guards will be placed at the entrances to the ship as usual, but that the guards will have computer monitors to display the photographs previously taken and encoded onto the cards or indexed by codes on the cards, so that the guard can compare the photo of the person entering the ship to the photo previously taken. See col. 5, lines 60-62. Applicants suggest that Zagami '907 implicitly teaches away from having someone at a remote facility to allow access or not allow access, because on a cruise ship as discussed by Zagami '907 it would create an unacceptable bottleneck to have each person individually admitted or denied entrance to the cruise ship by a remote guard remotely locking or unlocking a door for each person to enter, after the person has posed long enough in front of a television camera for a remotely located guard to compare the person to his retrieved photograph. In any event, Zagami '907 clearly does not disclose that his system can be used to eliminate guards at the entrances to cruise ship.

Furthermore, even if Zagami '907 had suggested eliminated entrance guards, which he did not, Zagami '907 would merely teach allowing access based upon a *presenting* of a previously created badge. Claim 52, in contrast, recites the remote operator allowing the visitor entrance to the facility *upon successful creation of the ID badge*, not upon showing or scanning of a badge previously created. Claim 53 as amended therefore patentably distinguishes over the cited art.

**Claims 54 and 56.** Claim 54 recites that a single remote attendant communicates electronically with visitors at multiple entrances to provide assistance to them if necessary in making identification cards for themselves; claim 56 specifies that the communication includes two-way voice communication. The Examiner has rejected these claims on the ground that Zagami '907 provides for assistance in making badges by audible two-way communication (col. 10, lines 32+).

Applicants respectfully disagree. Zagami '907 merely discloses that photo registration kiosk includes "[a]n external speaker 436 [ ] provided for audio prompts, if desired." That is, the photo registration kiosk can provide both visual and audio prompts such as, "Please enter your last name

now.” Zagami ‘907 does not disclose two-way audible communication. Zagami ‘907 does not disclose any type of human intervention and assistance for the user if the user experiences difficulty in using the system. Accordingly, claims 54 and 56 patentably distinguish over the prior art.

**Claim 57.** Claim 57 depends from claim 54 and adds that the assistance provided by a remote attendant includes the remote attendant sending commands to the computer thereby rendering it unnecessary for the visitor to enter certain data that would otherwise be required in order for him to make a badge for himself. For example, if a visitor is having trouble understanding how to operate the system, the remote attendant could “take over” the badge making station remotely, ask via the two-way voice communication for the visitor’s name and other required data, enter that information at the remote attendant’s own terminal and thereby to the badge making station, thus assuring that the badge making process is completed and in a timely manner.

The Examiner has rejected claim 57, citing Zagami ‘907 at col. 10, lines 10-32. Applicants respectfully submit that the cited passage does not disclose or suggest the subject matter of claim 57. Zagami ‘907 does not disclose a remote assistance for the user during the badge making process, much less that a remote attendant can take over the badge-making computer in the manner claimed. Accordingly, Applicant respectfully submit that claim 57 is allowable over the prior art.

**Claims 137 and 138.** Newly presented claims 137 and 138 are directed to a badge making system that uses a visitor’s email address to identify repeat visitors and expedite the badge making process by using some of the information previously gathered. These subject matter of using an visitor’s email address to identify repeat visitors was previously presented in claim 16. Therefore, the claims present no new subject matter. Claim 137 is patentable for at least the reasons stated with respect to claim 16.

**Remaining Claims.** All claims not specifically discussed herein depend from independent claims which have been discussed, and are patentable for at least the reasons stated with respect to the independent claims.

**CONCLUSIONS**

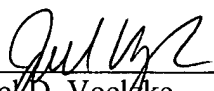
In view of the foregoing, it is respectfully urged that all of the present claims of the application are patentable and in a condition for allowance. The undersigned attorney can be reached at 310-590-4528 to facilitate prosecution of this application, if necessary.

Respectfully submitted,

INTELLECTUAL PROPERTY LAW OFFICE OF  
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